SENTINEL®

Branding guideline

Contents

Section 01 Our Identity
Using our new-look logo

1.01 Standard logo
1.02 Minimum logo sizes
1.03 Logo colour usage
1.04 Exclusion zones and positioning
1.05 Logo don'ts
1.06 Sentinel commercial and distributor
1.07 Logo lock-ups
1.08 Logo lock-ups
1.09 **System**Care logotype

Section 02 Typography
Our typefaces and how to use them

2.01 Typeface - core
2.02 Typeface - digital
2.03 PC and web equivalent
2.04 Multi-language options

Section 03 Our Communications
Making our work suit our message

3.01 Definition
3.02 Corporate
3.03 Product
3.04 Problem Solving

Section 04 Colour
Our palette and accents

4.01 Defining our colour
4.02 Colour palette
4.03 Colour palette

Section 05 Images
Creating and using images

5.01 Corporate and problem photography
5.02 Product photography and icon placement
5.03 Photography effects
5.04 Photography and graphic elements
5.05 Space saving image crops

Section 06 Graphic Devices
Using our icons and dot device

6.01 Core device
6.02 Category Identification
6.03 Icons
6.04 Icons
6.05 Graphs and charts

Section 07 CPM.
Using the Clean Protect Maintain device

7.01 Introduction
7.02 Variations
7.03 Exclusion zone
7.04 Examples

Section 08 Layouts
Constructing layouts for branded collateral

8.01 The X-rule
8.02 The grid system

Section 09 A Corporate Collateral
Examples of the guidelines in use

9A.01 Brochure
9A.02 Covers
9A.03 Layouts
9A.04 Exhibition Stands
9A.05 Website
9A.06 Stationery

Section 09 B Product Collateral
Examples of the guidelines in use

9B.01 Covers
9B.02 Layouts
9B.03 Poster
9B.04 Poster - dual branded

Section 09 C Problem Collateral
Examples of the guidelines in use

9C.01 Brochure
9C.02 Covers
9C.03 Exhibition panel
9C.04 Contact Details

Section 01 Our Identity
Using our new-look logo

Using our new look logo
1.01 Standard logo

Clean and simple. That's the thinking behind our new-look logo. We've kept the existing strong branding, but refreshed it by losing the embossed look and removing the drop shadow from the type. The actual typeface and colour both remain the same with the addition of a white keyline on the outside – but the overall effect is a fresher, sharper brand.

Using our new look logo
1.02 Minimum logo sizes

The logo is a strong graphic device. As such, it's easily recognisable at almost any size – but the smaller it goes, the greater the chances of it filling in when printed. For that reason, we've restricted the minimum size it can be used to a width of 20mm including the white keyline.

Note the removal of the ® at 20mm.

Please always use caution when printing at smaller sizes with all content.

20mm

Above 20mm

Using our new look logo
1.03 Logo colour usage

Check the colour. There are two versions of the logo available – Sentinel Red and Sentinel Black.

1. **Red**
   You should use the red version whenever possible.

2. **Black**
   The only exceptions should be when using older technology such as fax, or when it appears alongside other logos in a single colour design in which case, use the black version.

1

Sentinel Red
PANTONE 485 / C.0 M.100 Y.100 K.0 / R. 213 G. 43 B. 30 / HEX #D52B1E

2

Using our new look logo
1.04 Exclusion zones and positioning

Give our logo room to breathe. It's important to allow any brand identity the space to stand out, especially when it sits next to others. In this case, we've recommended leaving a space equal to the height of the logotype itself all the way around.

The logo should always appear in the top right hand corner across all offline media wherever possible with the minimum recommended exclusion zone.

We understand that in some instances this preference may be compromised by partner brand guidelines. See example right for Graham's. Wherever possible keep the logo at the top as prominent as possible.

As a guide follow these proportions

Business Card - Logo 30mm wide

A5 - Logo 40mm wide

A4 - Logo 60mm wide

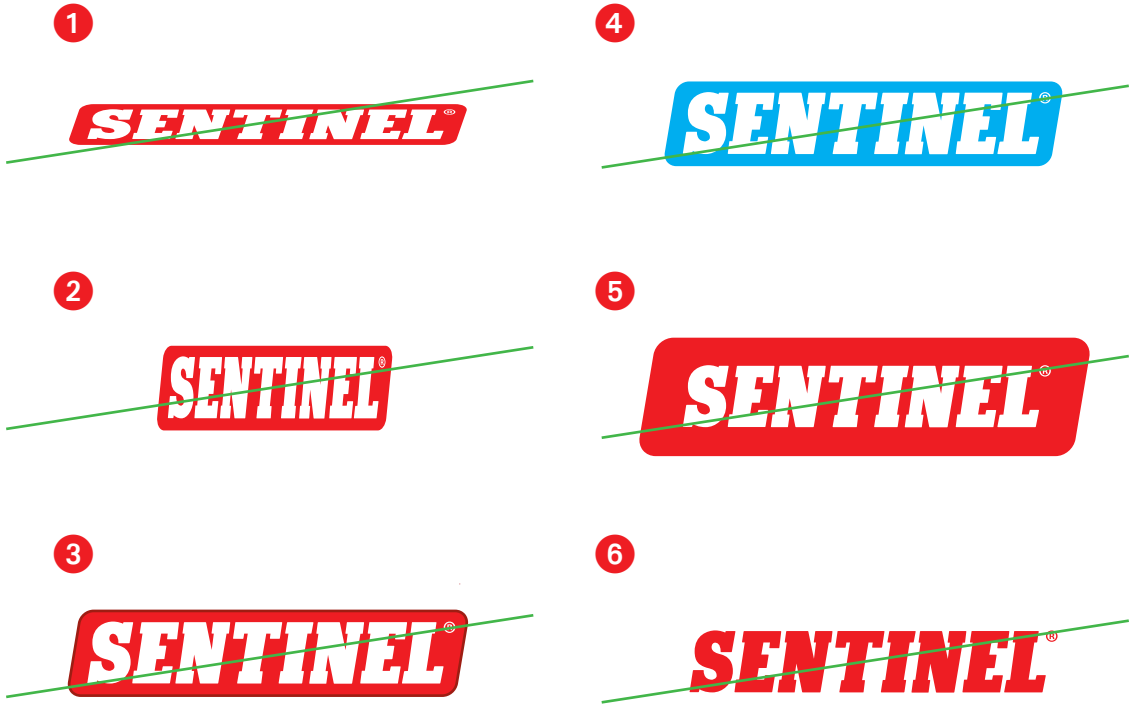
A3 - Logo 110mm wide.

SENTINEL
Name Name
Job Title
Sentinel Performance Solutions Ltd,
7650 Daresbury Park, Warrington, Cheshire,
WA4 4BS, United Kingdom.
T: +44 (0) 1928 588 330 M: +44 (0) 1234 567 890
F: +44 (0) 1928 588 368
E: name.name@sentinelprotects.com
W: sentinelprotects.com

Using our new look logo
1.05 Logo don’ts

What not to do. We want our brand image to be consistent wherever it’s seen. So never change the logo’s look at all. Here are a few examples of things to avoid:

1. **Stretched**
2. **Squashed**
3. **Wrong keyline**
4. **Wrong colour**
5. **Expanded lozenge**
6. **No lozenge**



Using our new look logo
1.06 Sentinel commercial and distributor

Commercial thinking. While many of our products are for domestic use, commercial property maintenance also represents a big market for us. So we've also created a new logo for Sentinel Commercial, with the simple addition of the word 'Commercial' positioned centrally underneath.

In the same way, distributors in emerging markets may want to use one of the Sentinel Distributor logos.

In markets where we have more than one distributor then the 'Authorised' version should be used.

Commercial

1

2

Distributor

3

4

5

6

Using our new look logo
1.07 Logo lock-ups

1. **Back cover logo lock-up**
For back covers the sign off should always be a centred lock-up containing the Sentinel logo, postal address, telephone number and web address. This should be positioned at the bottom of the page.

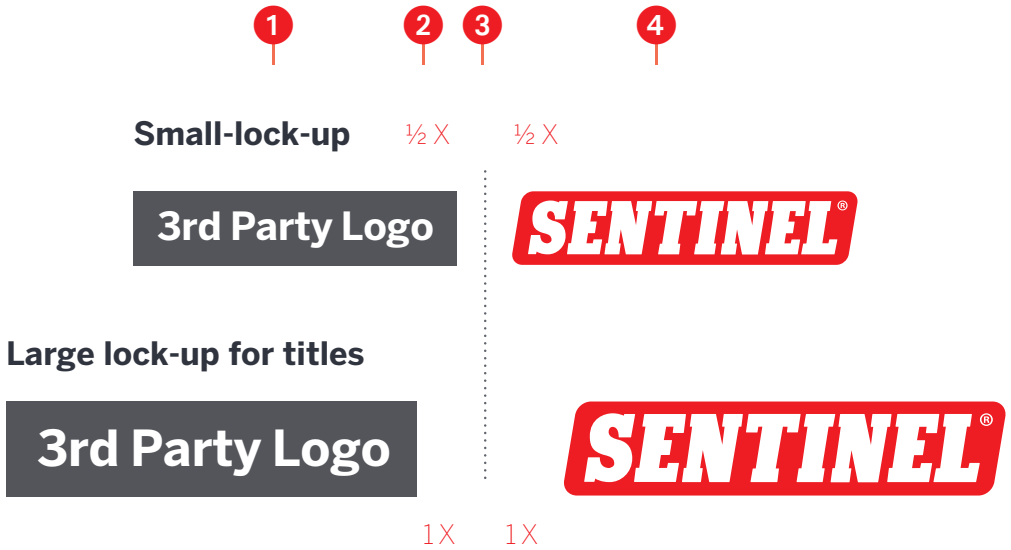
2. **Social media icons**
For 'product' and 'problem solving' collateral we incorporate the our bespoke Twitter and Facebook icons.

Centred

Using our new look logo
1.08 Logo lock-ups

Check the colour. There are two versions of the logo available – Sentinel Red and Sentinel Black.

1. **3rd party logo**
2. **X-rule spacing**
3. **Line divider**
4. **Sentinel logo**



N.B. There should always be a proportionate size ratio between the Sentinel and third party logo.

Correct Example

Well proportioned logos and correct X measurements

Incorrect Example

3rd party logo too large

Using our new look logo
1.09 **System**Care logotype

A new standard for **System**Care. Even though **System**Care has existed for some time, how it's referred to has been inconsistent.
By standardising the way it's represented, wherever it appears, we can highlight the fact that it's a Sentinel 'product', rather than just a phrase.

SystemCare should always be one word, with the S and C capitalised. Whenever it appears, '**System**' should appear in bold and 'Care' in any of the lighter weights – even in body copy.

Body example

Boiler breakdown is inconvenient for both the homeowner and contractor. Through **System**Care, we can deliver a bespoke solution to each customer, helping to reduce the cost and disruption of emergency call-outs, whether for boiler replacement or repair. Knowledge of Sentinel products and how they should be used to provide the best possible performance for their heating system.

Section 02 Typography

Our typefaces and how to use them

Our typefaces and how to use them

2.01 Typeface - core

The typeface that fits. We've chosen Benton Sans as our core typeface. It's a modern sans serif font, with a clean, easily-read style and a large family of weights. Use it across all our communications when it's available (and technically viable).

Body
For all communications, the body copy should be in book weight.

Uppercase vs Lowercase
Being confident and bold doesn't mean shouting, so use lowercase for the majority of our communications. Uppercase type should only be seldom used.

Print
Benton Sans

Extra light
abcdefghijklmnopqrstuvyxyz
ABCDEFGHIJKLMNOPQRSTUVYXYZ
0123456789

Book
abcdefghijklmnopqrstuvyxyz
ABCDEFGHIJKLMNOPQRSTUVYXYZ
0123456789

Bold
abcdefghijklmnopqrstuvyxyz
ABCDEFGHIJKLMNOPQRSTUVYXYZ
0123456789

Black
abcdefghijklmnopqrstuvyxyz
ABCDEFGHIJKLMNOPQRSTUVYXYZ
0123456789

Our typefaces and how to use them
2.02 Typeface - digital

1 **Digital**
The digital option. As an alternative typeface, we recommend Source Sans Pro. Use it wherever Benton Sans isn't available for digital communications.

2 **Web body**
The world-wide web needs a worldwide typeface. So when we designed our website, we chose Helvetica as the body copy – well-known and widely available, to overcome any international problems.

1

Digital
Source Sans Pro

Extra light
abcdefghijklmnopqrstuvyxyz
ABCDEFGHIJKLMNOPQRSTUVYXYZ
0123456789

Bold
abcdefghijklmnopqrstuvyxyz
ABCDEFGHIJKLMNOPQRSTUVYXYZ
0123456789

Black
abcdefghijklmnopqrstuvyxyz
ABCDEFGHIJKLMNOPQRSTUVYXYZ
0123456789

2

Web body copy
Helvetica

abcdefghijklmnopqrstuvyxyz ABCDEFGHIJKLMNOPQRSTUVYXYZ 0123456789
abcdefghijklmnopqrstuvyxyz ABCDEFGHIJKLMNOPQRSTUVYXYZ 0123456789
abcdefghijklmnopqrstuvyxyz ABCDEFGHIJKLMNOPQRSTUVYXYZ 0123456789

Our typefaces and how to use them
2.03 PC and web equivalent

The fail-safe font. If you're unsure of what fonts are available to recipients, use Calibri – it's standard on virtually all PCs, and so the ideal choice for use in email marketing or with older versions of presentation software.

Calibri

abcdefghijklmnopqrstuvyxyz
ABCDEFGHIJKLMNOPQRSTUVYXYZ
0123456789

abcdefghijklmnopqrstuvyxyz
ABCDEFGHIJKLMNOPQRSTUVYXYZ
0123456789

Our typefaces and how to use them
2.04 Multi-language options

Check your font version. There are several versions of Benton Sans available, some of which don't have the multi-language glyphs shown here. Make sure your version has all the characters you need – if in doubt, choose Benton Sans CE.

Benton Sans CE Supported languages:

Latin 1 (codepage 1252) - Languages include Afrikaans, Alsatian, Basque, Bislama, Breton, Catalan, Chamorro, Danish, Dutch, English, Faroese, Finnish, Flemish, Franco-Provençal, French, Frisian, Friulian, Galician, German, Greenlandic, Icelandic, Indonesian, Irish, Italian, Ladin, Latin, Luxembourgish, Malay, Manx Gaelic, Norwegian (Bokmål), Norwegian (Nynorsk), Occitan, Portuguese, Rhaeto-Romance, Romansh, Sami (Inari), Sami (Lule), Sami (Northern), Sami (Skolt), Sami (Southern), Scottish Gaelic, Spanish, Swahili, Swedish, Tagalog, Walloon and Welsh.Latin 2 Eastern Europe (codepage 1250) - Languages include Albanian, Bosnian (Latin), Croatian, Czech, Hungarian, Polish, Romanian, Slovak, Slovenian and Sorbian.

Turkish (codepage 1254) - Languages include Azeri (Latin), Kurdish (Latin), Turkish and Uzbek (Latin).

Baltic (codepage 1257) - Languages include Estonian, Latvian and Lithuanian.

ÇÉËÍÎÐÓÔÕÖÚÜÝÞß
áâäçéêëíîðñóôõöúüý

Section 03 Our Communications

Making our work suit our message

Our Communications
3.01 Definition

Different audiences, difference messages, different styles. Sentinel have a variety of audiences therefore we have to tailor our messages and style to each audience.
Our communications also fall into three slightly different categories, and the way they look and speak changes between each one:

1 Corporate
As these pieces talk at a 'corporate' level to manufacturers, investors and other businesses, they're relatively formal in their look and language. Examples include generic brochures, annual reports ...and these guidelines.

2 Product
This is essentially our core message to all audiences – where we specifically show and talk about the key features and benefits of our products. Product communications can talk at every level, but should always show the problem in a particular way, whether it's in the form of a leaflet, exhibition stand or web page.

3 Problem solving
Problem solving is one of the central messages communicated by us and needs to cover various touch points. The problems caused by not using Sentinel products are highlighted to both our corporate and end user alike.

1 Corporate

OEMs

Specifiers

Merchant Head Office

2 Product

Installers

Small business owners

Plumbers' merchants

Property owners

3 Problem solving

Installers

Property owners

1 Corporate Type

When you're talking about Sentinel as a whole to small or large businesses, we should look professional and corporate – so make headlines Light or Extra Light. Highlight small subheads in bold to ensure impact while remaining clean and considered.

Extra Light
abcdefghijklmnopqrstuvyxyz
ABCDEFGHIJKLMNOPQRSTUVYXYZ

Bold (to emphasises words)
abcdefghijklmnopqrstuvyxyz
ABCDEFGHIJKLMNOPQRSTUVYXYZ

2 Corporate Imagery

For these pieces, primarily feature lifestyle and red overlay images.

For further guidance please see Section 09A

1 Corporate Type

Headlines in Benton Sans Extra Light should be large, clear and easy to read.

Sub heads in Benton Sans Bold can be smaller to create balance with the large light text.

All body copy in Benton Sans Book

2 Corporate Imagery

Lifestyle

Red overlay

Lorem ipsum dolor sit amet solar and heat pump systems
Test kits
"We have developed bespoke products for each type of system including robust thermal fluids, flushing fluids, sanitiser, biocides and system test kits"
Lorem ipsum
66%

1 Product Type

If you're talking directly to consumers, through POS or marketing headlines for example, go for impact and use Benton Sans Heavy for the headlines. .

Heavy
abcdefghijklmnopqrstuvyxyz
ABCDEFGHIJKLMNOPQRSTUVYXYZ

Extra Light
abcdefghijklmnopqrstuvyxyz
ABCDEFGHIJKLMNOPQRSTUVYXYZ

2 Product Imagery

These feature product shots, which can be isolated with an added reflection or shown in situ.

For further guidance please see Section 09B

1 Product Type

Headlines in Benton Sans will let the customer identify key information quickly.

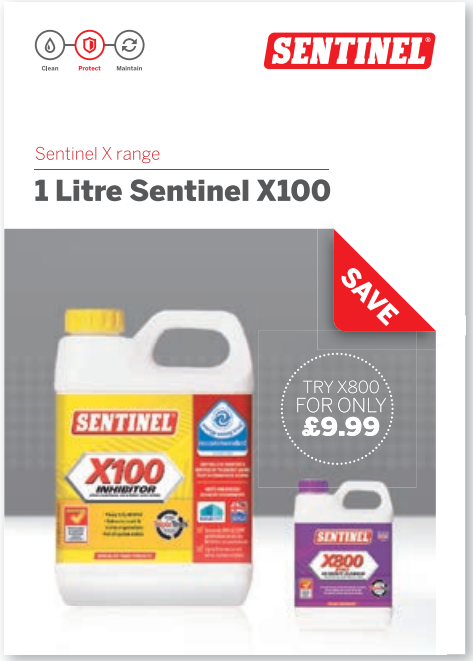
Sub heads in Benton Sans Extra Light should support the bold text to explain the message in full.

All body copy in Benton Sans Book.

2 Product Imagery

Isolated with reflection

In situ



Example

3.04 Problem Solving

1 Problem Solving Type
When providing answers we should be authoritative, calm and confident. That's why we recommend using lighter weights as shown opposite.

Extra Light
abcdefghijklmnopqrstuvyxyz
ABCDEFGHIJKLMNOPQRSTUVYXYZ

Bold
abcdefghijklmnopqrstuvyxyz
ABCDEFGHIJKLMNOPQRSTUVYXYZ
0123456789

2 Problem Solving Imagery
Be careful with dramatic images of problems – if they're a dominant image they should be in black and white, while colour ones are only for inset use.

For further guidance please see Section 09C

1 Problem Solving Type

Headlines in Benton Sans Bold should be used to state the facts clearly without being too big and taking over the page.

Sub heads in Benton Sans Extra Light need to be big enough to be easily read and not get over-powered by the body copy.

All body copy in Benton Sans Book

Example

2 Problem Solving Imagery

Black and white

Colour

Section 04 Colour

Our palette and accents

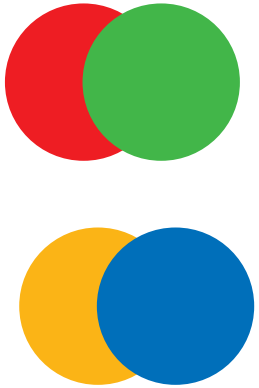
Our palette and accents
4.01 Defining our colour

1 Colour science
When working with the Sentinel colours, make sure you have the right balance. Use the core palette predominantly and introduce the secondary colours sparingly.

2 Complementary
Use these complementary colours carefully. They can be used to differentiate or emphasise elements, but in general avoid mixing them.

1 Colour science

2 Complementary



Our palette and accents
4.02 Colour palette

1 Core colours
Red and Grey make up the main colour palette. These should always be used first before exploring the secondary palette.

2 Greys
Which Grey? It mainly falls down to print process, and colour balance. Ideally you should use Sentinel's Slate Grey - however when a specific Pantone number is not available, or Slate Grey is too dark, simply use 'K' in CMYK.

For standard word documents and presentations the copy should always be 75% black.

It is permissable to use silver foils and other print processes when required.

3 Secondary colours
These are used to support the core colours and although they can be used as tints to cover a full page they can only take up 33% of the entire colour balance of the piece. For examples of their use, see the Collateral section of this document.

1 Core

Sentinel Red
PANTONE 485
C.0 M.100 Y.100 K.0
R. 213 G. 43 B. 30
HEX D52B1E

80% 60% 40% 20%

2 Greys

Sentinel Slate Grey
PANTONE Cool Grey 11
C.44 M.34 Y.22 K.78
R.77 G.79 B.83
HEX. 4D4F53

80% 60% 40% 20%

Sentinel Clay Grey
PANTONE Cool Grey 9
C.0 M.0 Y.0 K.75
R.116 G.118 B.120
HEX. 747678

80% 60% 40% 20%

Black
C.0 M.0 Y.0 K.100
R.0 G.0 B.0
HEX. 000000

80% 60% 40% 20%

3 Secondary

Sentinel Mustard
PANTONE 124
C.0 M.32 Y.100 K.0
R.234 G.171 B.0
HEX EAAB00

80% 60% 40% 20%

Sentinel Green
PANTONE 369
C.73 M.0 Y.100 K.0
R.88 G.166 B.24
HEX. 58A618

80% 60% 40% 20%

Sentinel Blue
PANTONE 2728
C.90 M.70 Y.0 K.0
R.15 G.77 B.188
HEX. 0F4DBC

80% 60% 40% 20%

Our palette and accents
4.03 Colour palette

1 Packaging colours

As an additional palette there is the opportunity to use the colours from the Sentinel packaging. When not used on packaging they are not treated as Core colours and should be used in a smaller amount than the secondary colours - taking up no more than 15% of the page or document.

Tints of these colours can also be used in 20% increments.

80% 60% 40% 20%

3 Packaging colours

X100
C.0 M.12 Y.100 K.0
R.255 G.218 B.0
HEX. tbc

X100 Dark
C.0 M.45 Y.100 K.0
R.249 G.157 B.28
HEX. tbc

X200
C.0 M.100 Y.100 K.0
R.237 G.28 B.36
HEX. tbc

X100 Dark
C.25 M.100 Y.100 K.5
R.183 G.36 B.42
HEX. tbc

X300
C.100 M.52 Y.0 K.0
R.0 G.111 B.186
HEX. tbc

X300 Dark
C.100 M.75 Y.0 K.10
R.0 G.76 B.152
HEX. tbc

X400
C.59 M.0 Y.0 K.0
R.80 G.200 B.232
HEX. tbc

X400 Dark
C.80 M.12 Y.18 K.0
R.0 G.167 B.197
HEX. tbc

X700
C.7 M.100 Y.36 K.25
R.175 G.6 B.82
HEX. tbc

X700 Dark
C.30 M.100 Y.40 K.42
R.119 G.7 B.65
HEX. tbc

X800
C.50 M.100 Y.0 K.0
R.146 G.39 B.143
HEX. tbc

X800 Dark
C.65 M.100 Y.10 K.30
R.92 G.23 B.101
HEX. tbc

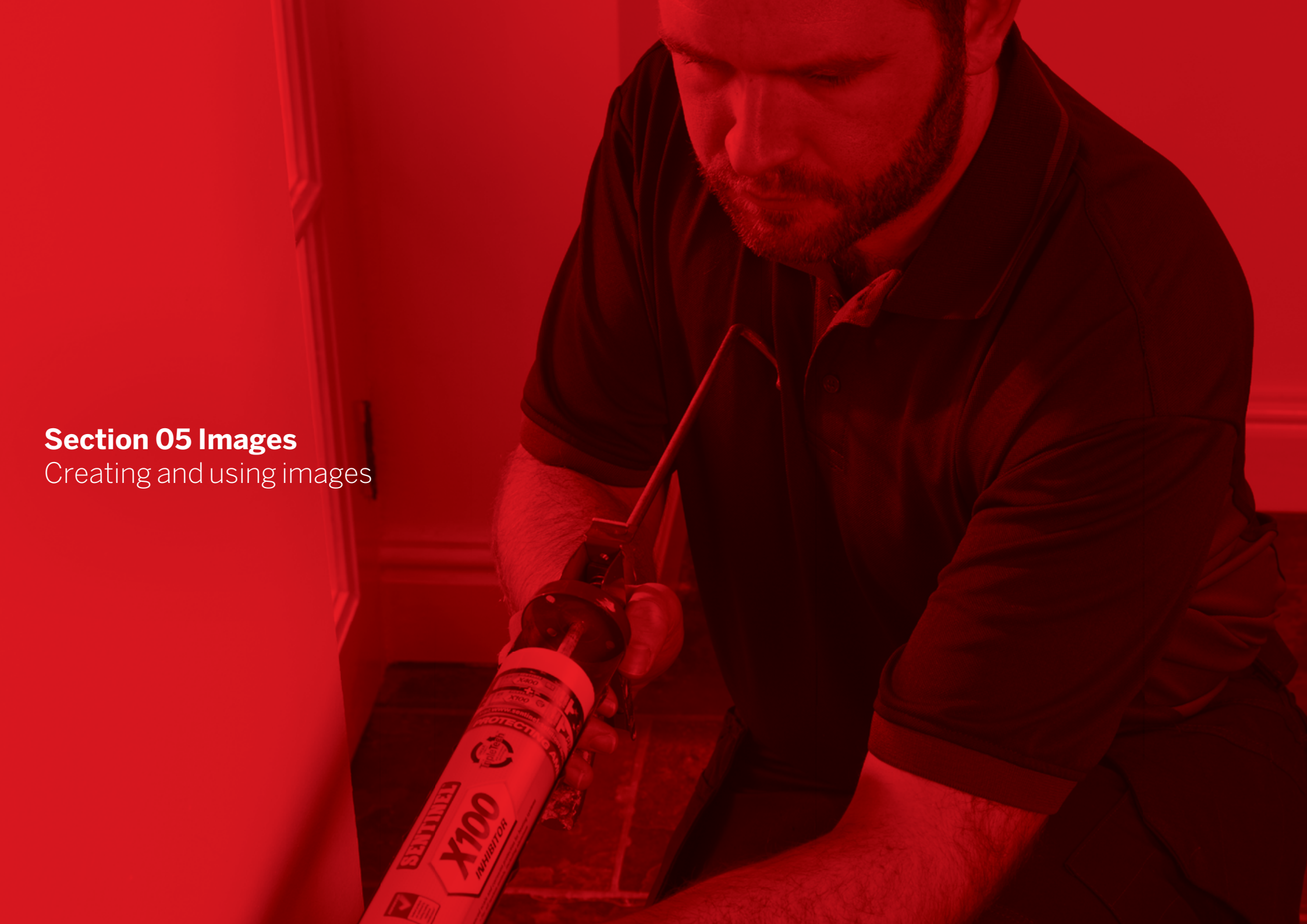
Leak Sealer
C.0 M.35 Y.85 K.0
R.251 G.176 B.64
HEX. tbc

Leak Sealer Dark
C.0 M.55 Y.85 K.0
R.246 G.140 B.61
HEX. tbc

Limescale Remover
C.40 M.0 Y.100 K.0
R.166 G.206 B.57
HEX. tbc

X100 Dark
C.60 M.15 Y.100 K.0
R.120 G.170 B.60
HEX. tbc

Section 05 Images
Creating and using images



Creating and using images and video
5.01 Corporate and problem photography

A picture speaks a thousand words. While that's not strictly true, it's really important to make sure images say the right things. We're looking to emphasise the positive, so we've looked at different types of photography in different ways.

1. **New colour photography**
   This should be modern and fresh, with a light, bright and summery feel. Keep the white colour balance towards warmer tones rather than blues, to imply warmth from the heating system working effectively.

2. **Original 'Problem' imagery**
   Our existing dramatic colour images are ideal for graphically showing problems. However, they're best used at a small size to avoid Sentinel being too closely associated with problems.

3. **Black and white 'Problem' imagery**
   If unsightly damage has to be the dominant image, use a more subtle approach and create a black and white version. Good examples of how these should be used can be found in the Collateral section.

1

2

3

Creating and using images and video
5.02 Product photography and icon placement

Our products are the core of our business. So we've created a look that highlights the packs and displays them at their best.

1 Isolated product reflection
Product packs displayed individually (as a cut-out image) should have a reflection added as shown. Master versions of these are in the Sentinel image library.

2 Product CPM icons
If relating a product to its CPM category, the relevant icon can be added to the pack shot. It should always be shown upper right, positioned as shown.

3 Product ranges
To show a whole range of products in an appropriate lifestyle environment, use the relevant shots from the Sentinel image library.

4 Large CPM icons
To help emphasise the packs and give them more presence on the page, a grey background can be used featuring the relevant CPM icon in large format as shown here.

1

2

3

4

4

Creating and using images and video
5.03 Photography effects

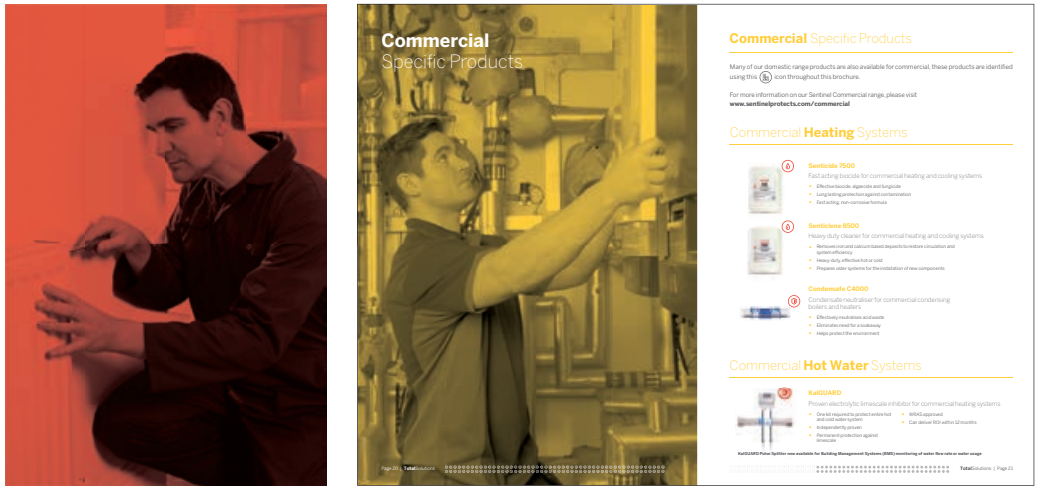
Make sure images have the desired effect. That means giving them more impact to dominate a layout, making them the perfect background for graphic devices or helping to highlight a problem.

1 The multiply effect
Taking colour shots from Sentinel's image library, convert them to black & white in Photoshop using the 'Levels' tool to create the desired balance of dark and light areas, being aware that black areas can lose detail once the effect is applied. Then in InDesign use the 'Multiply' effect with the selected colour to create a powerful, impactful result and providing the perfect background for headlines or icons. Opacity can be adjusted to fine tune the density of the shot.

Be careful not to over-use this effect and create too much colour.

2 The black and white treatment
This should be reserved for images of problems and damage, and can be used to add extra starkness to the already dramatic content.

1



2

5.04 Photography and graphic elements

It's a powerful combination. Using an image together with distinctive graphic elements can attract attention and really make a statement. Here are three examples of how it can work.

1 **Icon background**
The flat colour Multiply effect over a shot creates an ideal background for various icons and devices, ensuring they really stand-out.

2 **Using devices**
Images can be cut out and used against a more subtle background colour featuring our core device, creating a distinctive graphic style.

3 **Using large icons**
To use any of the Clean, Protect and Maintain icons at a larger size, incorporate them into a subtly coloured background overlaid by a cut-out image. This avoids the icon becoming too dominant on the page.

1

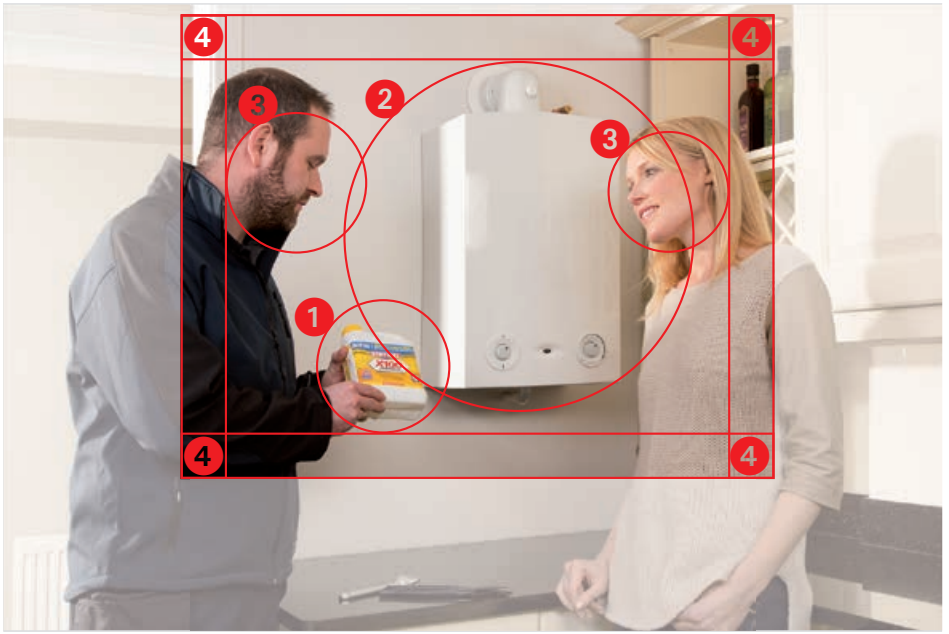
2

3

Creating and using images and video
5.05 Space saving image crops

Images in our library are pre-cropped. But where space is extremely limited, they can be cropped further as long as certain guidelines are followed:

1. **Always include the product**
2. **Include key elements**
3. **Never crop through faces**
4. **Always leave an adequate margin**



Section 06 Graphic Devices

Using our icons and dot device

Using our icon and dot device
6.01 Core device

It's all about consistency. Our new core element underpins every design we create, and will help to deliver a consistent brand image and boost awareness of Sentinel. It consists of a simple series of dots that can be used as a graphic device in many ways. It will be supplied as an EPS and must never be distorted. Here are a few examples of how it should – and shouldn't – be used.

You Should
- Incorporate a margin whenever possible around the dots (especially with close print cropping)
- The dots should be used predominately in a horizontal format. The dots can only be used vertically within imagery and as space fillers on exhibition stands and websites.
- Always use the device as supplied without modifying it.

Never
- Feature the device on a slant
- Use very large dots
- Distort the dots
- Never use the dots vertically on literature
- Leave no margin.

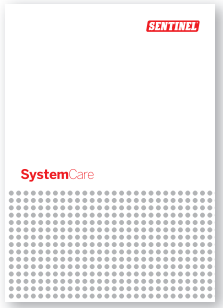
Sentinel Slate grey

Sentinel Slate grey at 50% opacity

Sentinel Slate grey at 20% opacity

1 Do

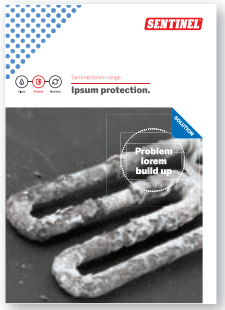
Literature



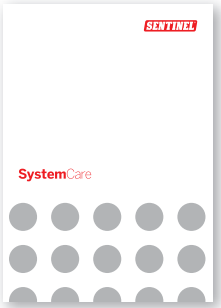
Exhibition Stand

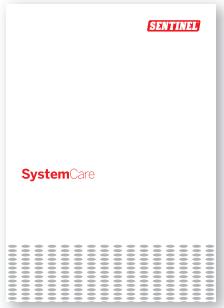
Online

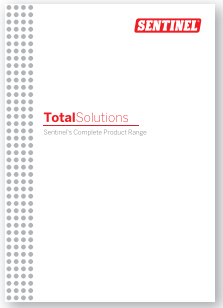
2 Don't

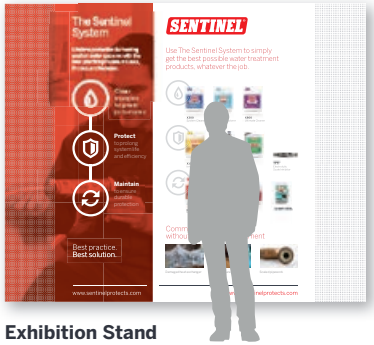


Literature







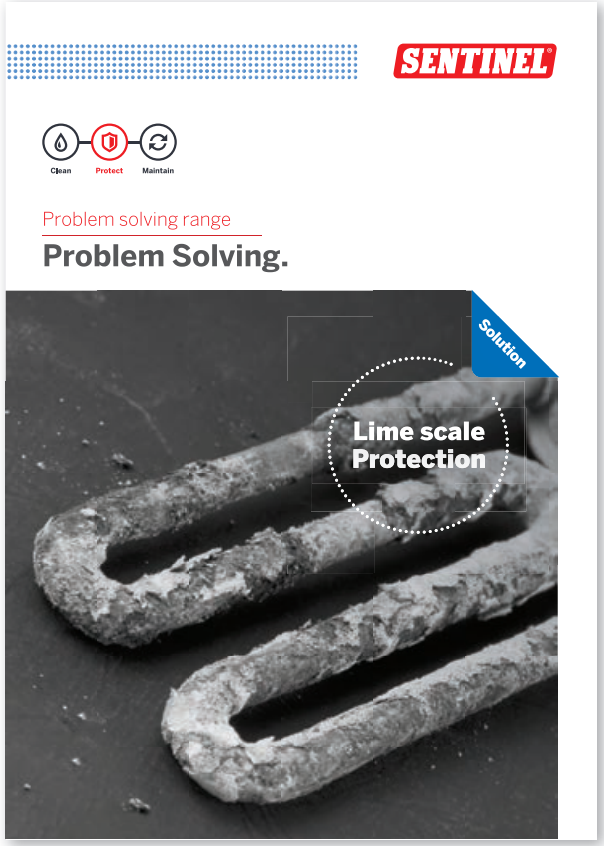


Exhibition Stand

Using our icon and dot device
6.02 Category Identification

In some instances there may be a requirement to distinguish between different categories within the Sentinel portfolio. To achieve this we have created three categories which can be applied to the core device. These are Central Heating, Hot Water and Renewable Systems. We use Sentinel's secondary colour palette to communicate their differences.

This way of managing each category is not exclusive or mandatory for the dot device and can be applied to an icon or a piece of text as long as it does not take predominance away from the white red and grey of the Sentinel materials



Central Heating System

Sentinel Red

Lorem ipsum dolor sit

SAVE

Hot Water System

Sentinel Blue

Lorem ipsum dolor sit

SAVE

Renewable System

Sentinel Green

Lorem ipsum dolor sit

SAVE

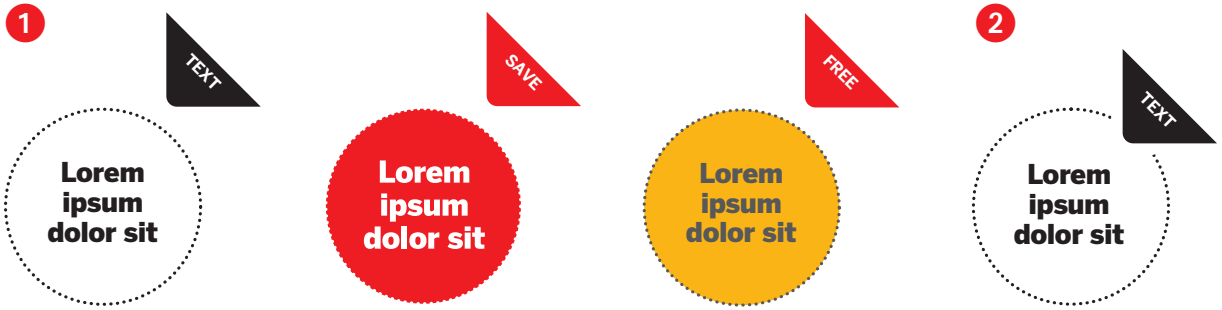
Using our icon and dot device
6.03 Icons

Adding emphasis is easy. We've designed the various icons to represent different things. But where you want to add emphasis – to accentuate a feature or highlight a promotion, for example – we've created an extra 'triangle' device to use alongside the icons.

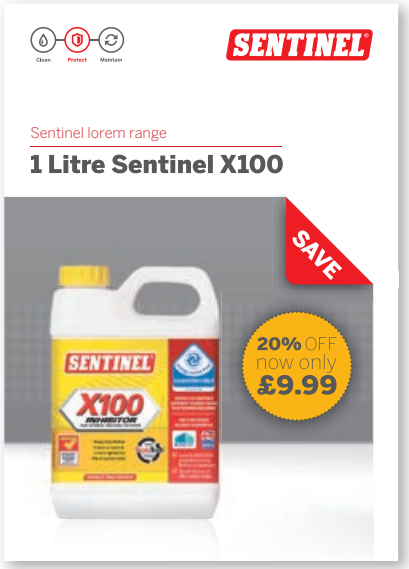
1 Separated
The device can be used very simply, placed next to one of the icons or products. For greater emphasis you can make the roundel a solid colour preferably red or a colour sympathetic to the product shot as shown in the example.

2 Combined
Alternatively, it can be combined into a single unit, linked to the icon itself as shown.

3 Example
For more examples, see the Collateral section.



3



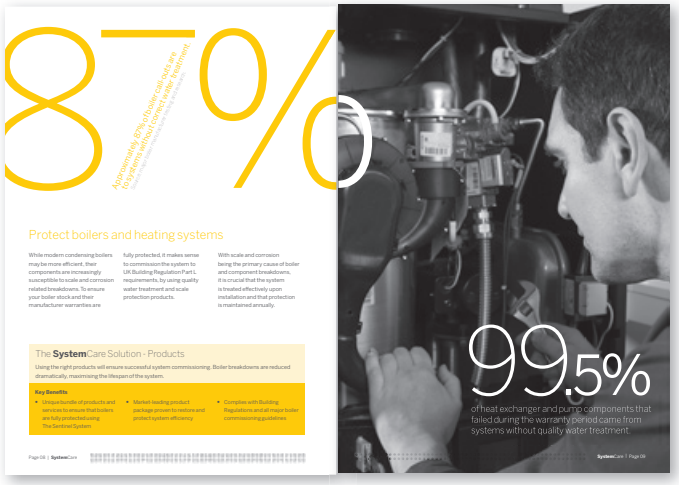
Using our icon and dot device
6.04 Icons

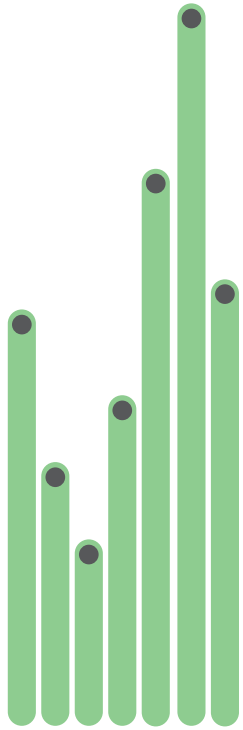
The new icons are an important part of our image. They're fresh and contemporary, and help to portray Sentinel as a modern, forward-thinking organisation. Derived from our core Clean Protect Maintain (CPM) icons, this bespoke suite of graphic devices is designed to work in unison across both print and digital collateral, and should be used to highlight key information where desired.

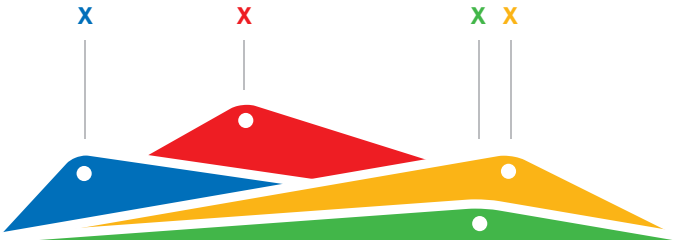
CPM are the primary icons. The secondary icons should only but used to complement the CPM icons and should never replace them or be more prominent.

Using our icon and dot device
6.05 Graphs and charts

Facts & figures don't have to be boring.
That's why our graphs and charts should represent information in the most colourful and engaging way possible – in other words, have fun!
Designs should aim to incorporate our Sentinel visual architecture as much as possible, especially the dot devices, colours and typeface.


87%
Protect boilers and heating systems
99.5%
of heat exchanger and pump components that failed during the warranty period came from systems without quality water treatment





Section 07 CPM.

Using the Clean Protect Maintain device

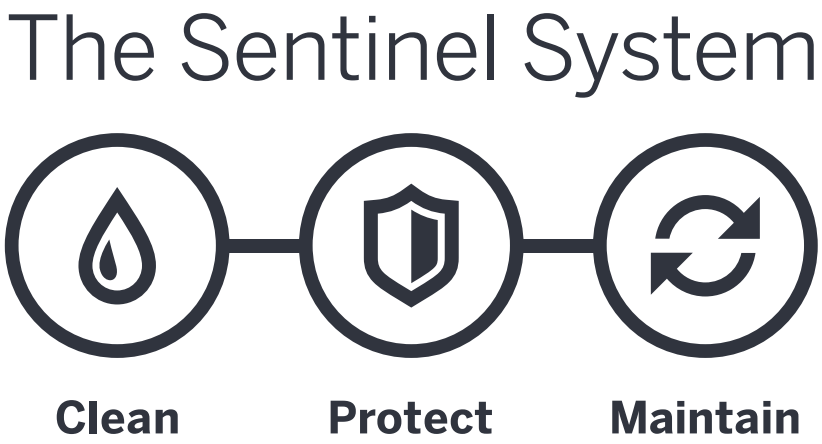
Using the Clean Protect Maintain device
7.01 Introduction

Sentinel products offer an entire system of care. So to help our various audiences understand that better, we've introduced our Clean, Protect and Maintain icons.

Essentially, they represent each stage in our best practice solution for the lifetime protection of heating and hot water systems; cleaning to prepare for greater performance, protecting to prolong system efficiency and maintaining to ensure durable protection.

They also allow us to categorise our broad range into the different stages of the process, so it's easier for customers to see where each product plays its part.

When the CPM device is used in its entirety (as shown opposite) it should appear in grey.



Using the Clean Protect Maintain device
7.02 Variations

The icons themselves can be used flexibly. Even though the graphic icons should never be changed, the way they're used allows for a great deal of flexibility.

All the versions shown here are acceptable and can be used depending on the location or situation.

1 The complete device

2 Without title
This should be used when the title is already featured, such as in a page heading.

3 No links
Use this version when the links are inappropriate – for example, a divided banner.

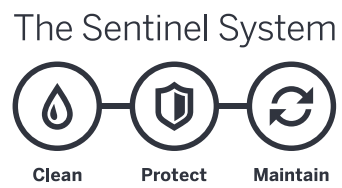
4 Vertical
This is ideal for use on areas such as exhibition stands, where space dictates the standard horizontal version is impractical.

5 Horizontal with links
Use this in narrow spaces where supporting copy describes Clean, Protect, Maintain.

6 Descriptor
When there is a need to highlight one category in the sentinel system, this should be done as shown, using the Sentinel red to highlight the category.

7 Descriptor with no heading

1



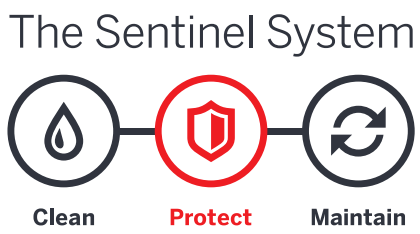
2

3

4

5

6

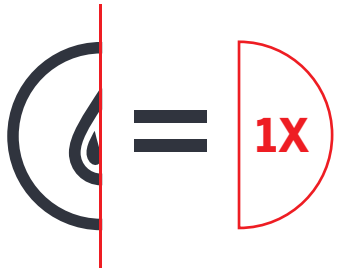


7

Using the Clean Protect Maintain device
7.03 Exclusion zone

As with the main logo, space is important. That's why we've specified an exclusion zone around the CPM device that makes sure it remains distinct from any other graphic element it may sit next to.

The zone has been based on the depth of one of the icons as shown.



Using the Clean Protect Maintain device
7.04 Examples

These are just a few examples. Collateral featuring the CPM device can take many forms – here we've shown just a selection. More can be found in the Collateral section of this document.

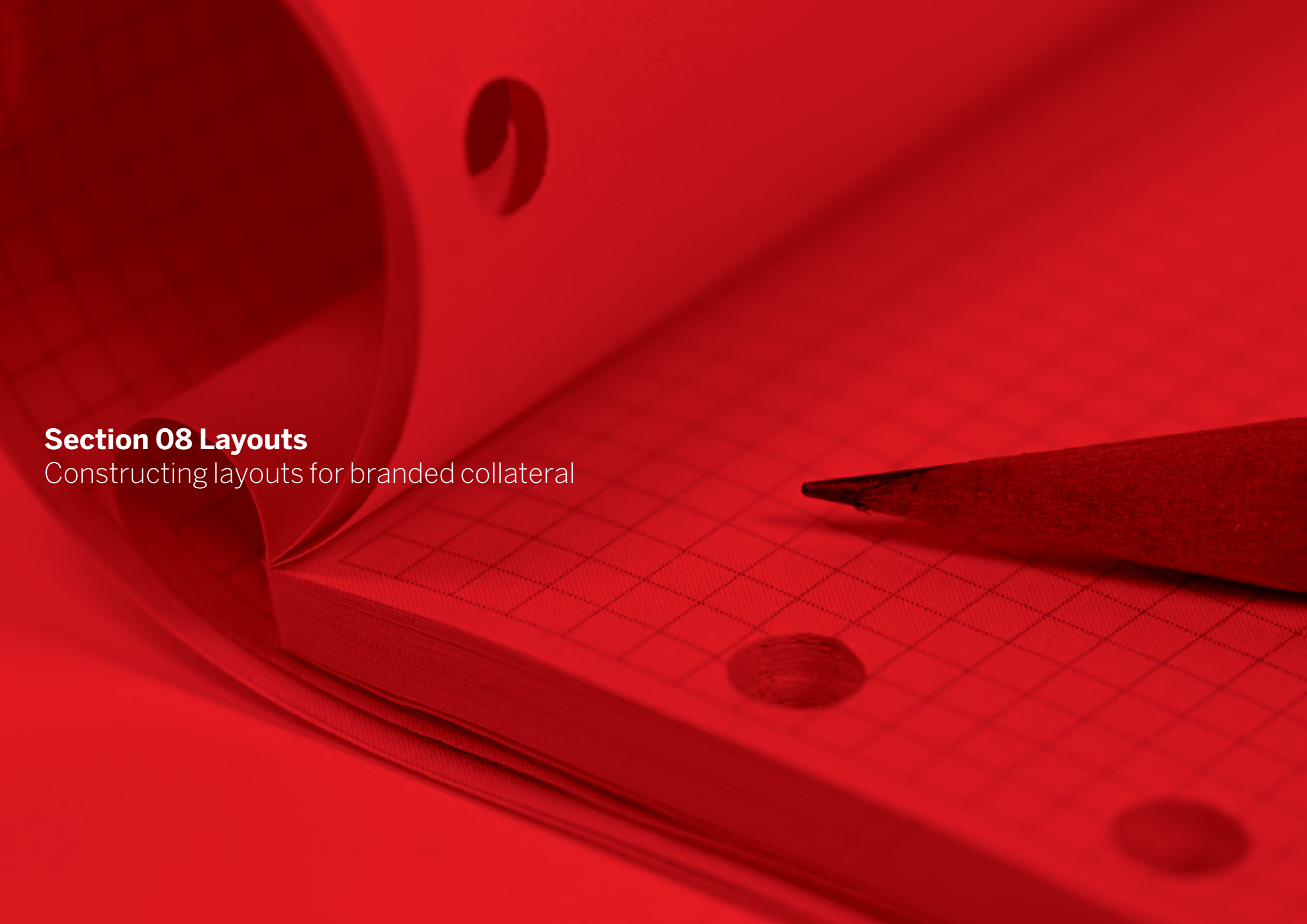
1. **Website**
2. **Brochure spread**
3. **Exhibition stand**

1

2

The Sentinel System
Clean
Protect
Maintain
We've organised our products into three categories; Clean, Protect and Maintain to help make best practice solutions simple.
The Sentinel System is followed throughout the SystemCare process to ensure maximum protection is achieved and maintained during the boiler's life.
Clean
to prepare for greater performance
Protect
to prolong system life and efficiency
Maintain
to ensure durable protection

3



Section 08 Layouts

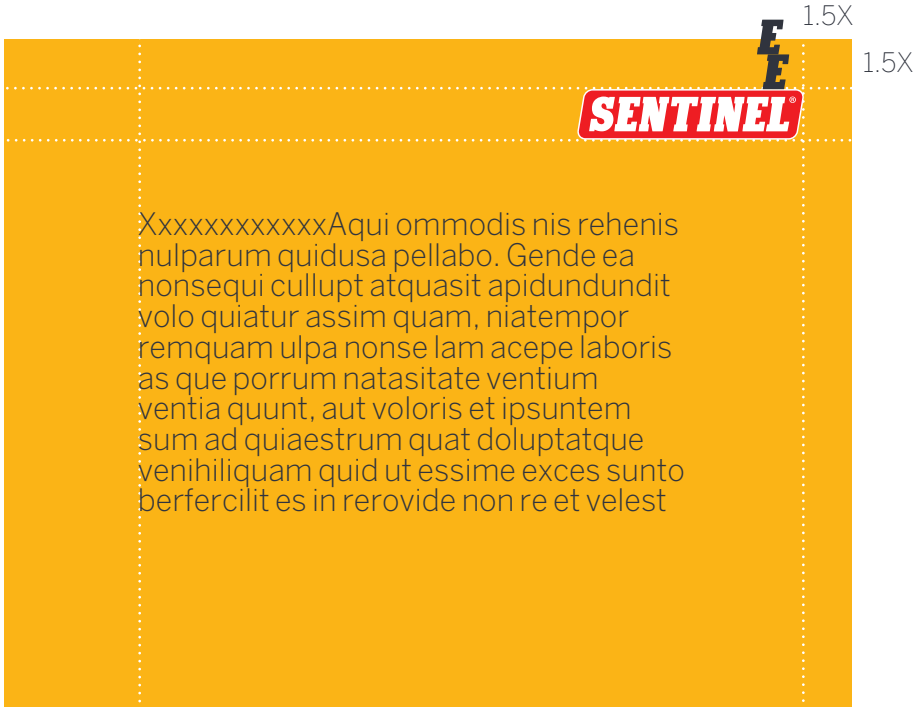
Constructing layouts for branded collateral

Constructing layouts for branded collateral

8.01 The X-rule

X-rule
All our collateral should be consistent. So we've created a basic layout using simple multiples of 'x' – in this case the depth of the Sentinel logo's letter 'E'.

The layout is constructed around that measurement as shown, forming a consistent and easy-to-follow style. And while the Sentinel logo should ideally fit within the x-depth, in certain cases it can be slightly enlarged or reduced if it improves the overall balance of the layout.


1.5X
1.5X
SENTINEL
XxxxxxxxxxxAqui ommodis nis rehenis nulparum quidusa pellabo. Gende ea nonsequi cullupt atquasit apidundundit volo quiatur assim quam, niatempor remquam ulpa nonse lam acepe laboris as que porrum natasitate ventium ventia quunt, aut voloris et ipsuntem sum ad quiaestrum quat doluptatque venihiliquam quid ut essime exces sunto berfercilit es in rerovide non re et velest

Constructing layouts for branded collateral

8.02 The grid system

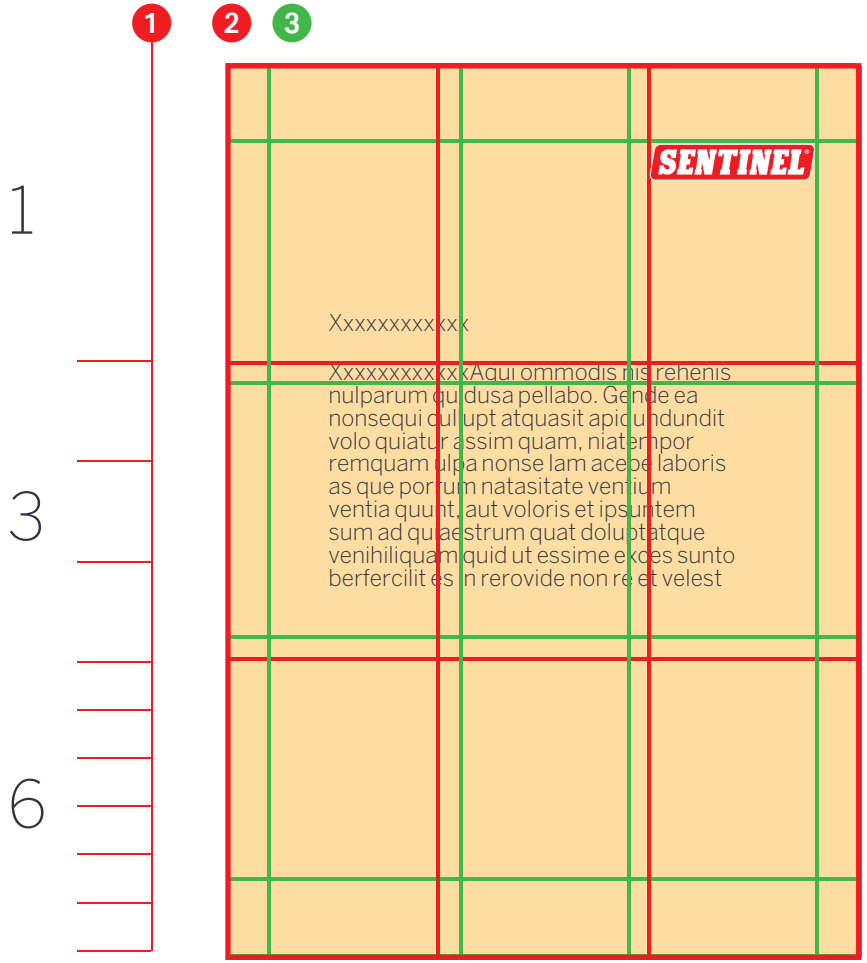
Stick to the rules. With our grid system, it means layouts can be both flexible and consistent. The space should be initially divided into thirds, but within this are sub-measurements dividing each section into thirds again.

This produces a fairly rigid structure with consistent snapping points for every element, but one which also allows a great variety of layouts to be created.

1 **The 'thirds' rule**
The overall page can be divided into thirds, then each section and sub-section can be divided again to create a versatile grid.

2 **Covers**
Document covers should be based on the entire space available when being divided into thirds (the red grid).

3 **Pages with margins**
Where a margin needs to be allowed, divide the space within the margins into thirds (the green grid) ensuring the X-rule as illustrated on the previous page is adhered to.


1
2
3
1
3
6
SENTINEL
Xxxxxxxxxxx
Xxxxxxxxxxx Aqui ommodis nis rehenis nulparum qu dusa pellabo. Gende ea nonsequi qul upt atquasit apic ndundit volo quiatur assim quam, niatempor remquam ulpa nonse lam acepe laboris as que porrum natasitate ventium ventia quunt, aut voloris et ipsuntem sum ad qui aestrum quat dolu tatque venihiliquam quid ut essime exces sunto berfercilit es n rerovide non re et velest

Section 09 A Corporate Collateral
Examples of the guidelines in use

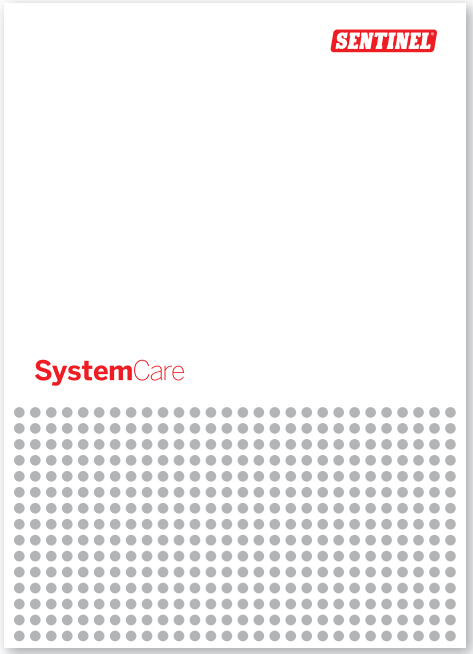
Corporate Collateral
9A.01 Brochure

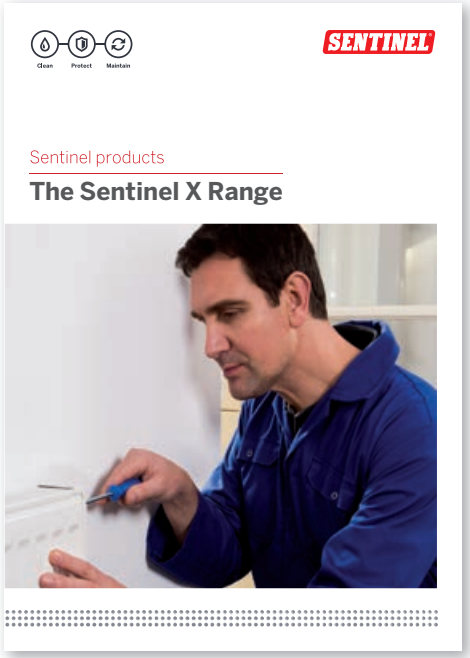
The layout and type styles outlined for business use should be used for material at a corporate or general level, such as the example on the right that outlines who Sentinel is and what we do.

The Sentinel System - Making best practise solutions simple
Clean
your system for optimum performance
Protect
your system to increase efficiency and prolong its life
Maintain
your system to ensure constant protection
"Cleaning a dirty central heating system could save you up to £124 every year"*
*Based on the cost of replacement heat using an electric heater
"The absence of correct water treatment can reduce system effectiveness by typically
Gastech
"1 in 5 households in the UK have suffered a heating breakdown"
uSwitch
The facts
The Compliance Guide to Part L of the UK Building Regulations now states that when installing a boiler onto a new or existing central heating system, the system should be thoroughly cleaned.
Cleaning a new system will remove any installation debris and flux residues which if left inside the system will cause corrosion.
Restoring an old system will remove sludge build-up, improving the efficiency of the system and help save on fuel costs.
After cleaning, it is important to protect your system from returning scale, corrosion and sludge build-up.
Both chemical inhibitors and physical system fi lters are proven to provide ongoing protection for the life of the system.
It is important to ensure that once a system is cleaned and protected it is maintained on an annual basis.
Many factors can reduce the level of protection of a central heating system, for instance system water losses by the removal of a radiator whilst decorating. We therefore advise checking the quality of water and level of protection annually.
Clean
X300 System Cleaner
X400 System Restorer
X800 Ultimate Cleaner
Protect
X100 Inhibitor
Maintain
SystemCheck

Corporate Collateral
9A.02 Covers

Various styles of cover can be used within this category, with variations on the use of imagery and the dot graphic device.





Corporate Collateral
9A.03 Layouts

1 Page layouts
Pages such as these should be clean, fresh and graphic in style, using colour and icons to add interest.

2 Back covers
For back covers the sign off should always be a centred lock-up containing the Sentinel logo, postal address, telephone number and web address. This should be positioned at the bottom of the page.

1

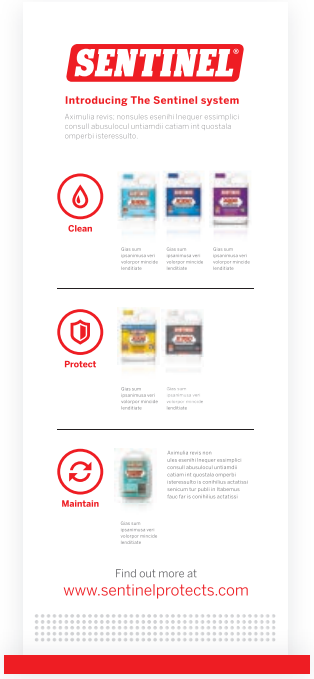
2/3
...of boilers installed since April 2005 have experienced some kind of fault...
Keep your tenants happy
that's...
21.5 million
unhappy people who have experienced a home without heat or hot water.
The SystemCare Solution - Training
Key Benefits

Test results from leading OEM studies show that heating systems, which have passed water quality assurance tests experience significantly fewer boiler breakdowns than systems commissioned to an average level.
Cost saving and added value
Reduce your system failure rates by more than
60%
The SystemCare Solution - Testing and Continuous Improvement
Key Benefits
Graphs showing potential cost savings from reductions in heat exchanger failures in first 24 months using monitored system checks.
Cost saving of repairs* £2,500
100 (number of installed systems)
Cost saving of repairs* £11,250
500
Cost saving of repairs* £22,500
1000
Cost saving of repairs* £112,500
5000

2

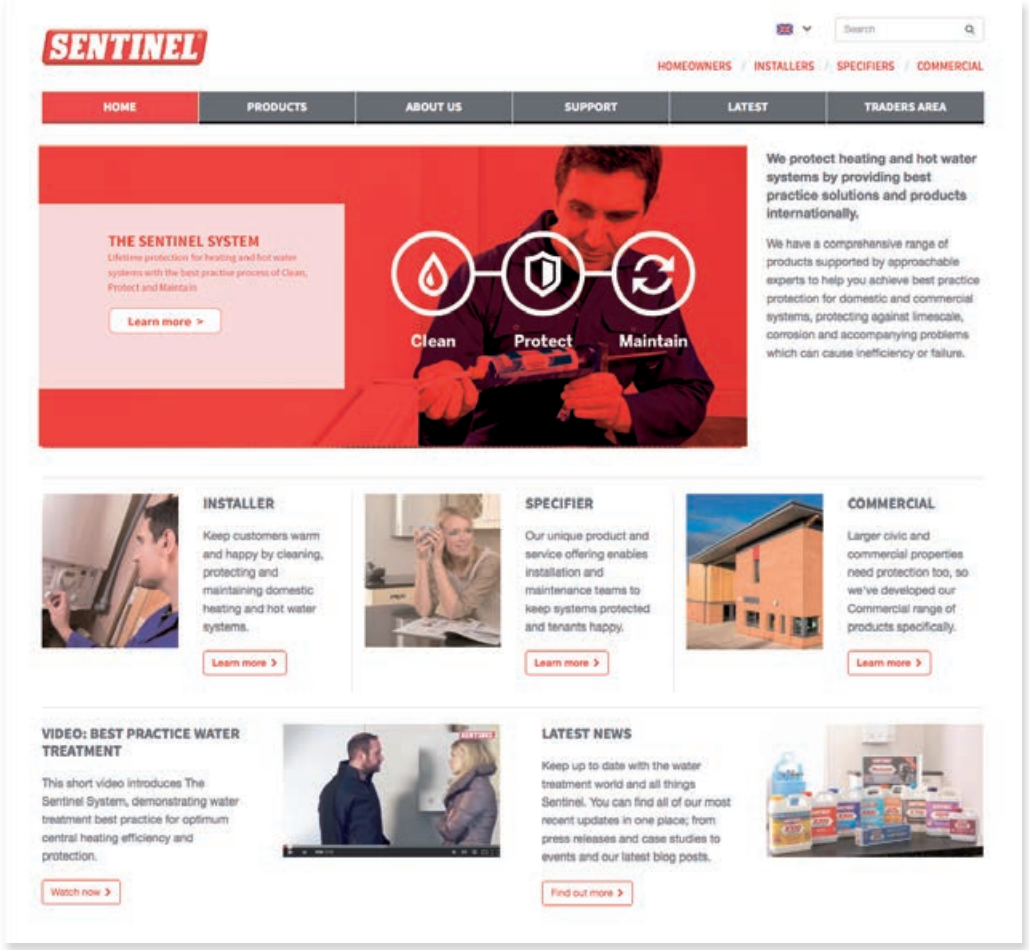
Corporate Collateral
9A.04 Exhibition Stands

The business style can also apply to exhibition stands, especially where the audience includes manufacturers or trade bodies.



Corporate Collateral
9A.05 Website

Our website works on all levels, so the look for the main pages should follow the business style.


SENTINEL
HOMEOWNERS / INSTALLERS / SPECIFIERS / COMMERCIAL
HOME
PRODUCTS
ABOUT US
SUPPORT
LATEST
TRADERS AREA
THE SENTINEL SYSTEM
Learn more >
Clean
Protect
Maintain
We protect heating and hot water systems by providing best practice solutions and products internationally.
We have a comprehensive range of products supported by approachable experts to help you achieve best practice protection for domestic and commercial systems, protecting against limescale, corrosion and accompanying problems which can cause inefficiency or failure.
INSTALLER
Keep customers warm and happy by cleaning, protecting and maintaining domestic heating and hot water systems.
Learn more >
SPECIFIER
Our unique product and service offering enables installation and maintenance teams to keep systems protected and tenants happy.
Learn more >
COMMERCIAL
Larger civic and commercial properties need protection too, so we've developed our Commercial range of products specifically.
Learn more >
VIDEO: BEST PRACTICE WATER TREATMENT
This short video introduces The Sentinel System, demonstrating water treatment best practice for optimum central heating efficiency and protection.
Watch now >
LATEST NEWS
Keep up to date with the water treatment world and all things Sentinel. You can find all of our most recent updates in one place; from press releases and case studies to events and our latest blog posts.
Find out more >

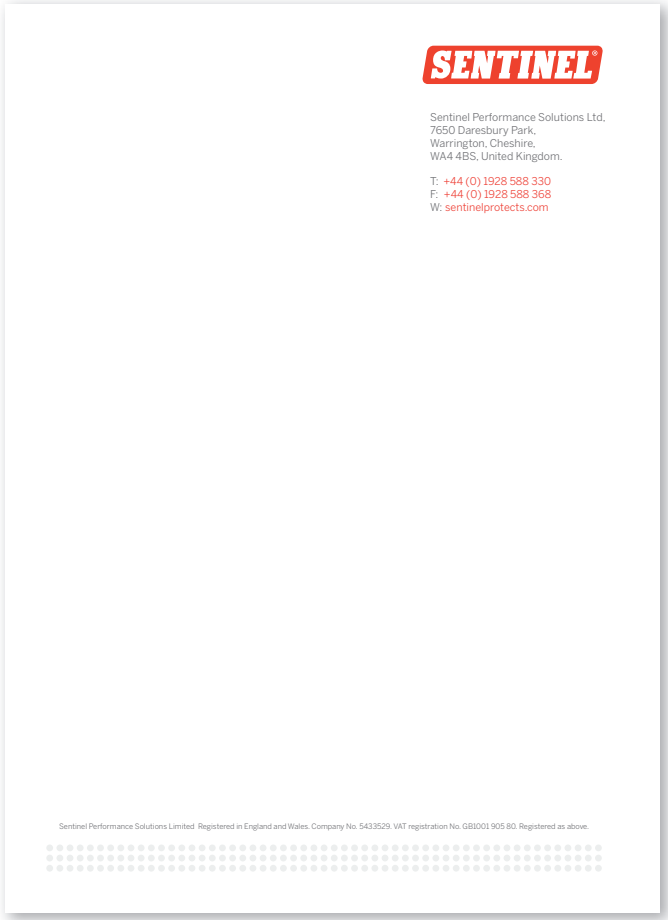
Corporate Collateral
9A.06 Stationery

1. **Letterhead**
   Size to be A4.

2. **Compliment slip**
   Size to be 99mm x 210mm

3. **Business card**
   Size to be 55mm x 85mm

1


SENTINEL
Sentinel Performance Solutions Ltd,
7650 Daresbury Park,
Warrington, Cheshire,
WA4 4BS, United Kingdom.
T: +44 (0) 1928 588 330
F: +44 (0) 1928 588 368
W: sentinelprotects.com
Sentinel Performance Solutions Limited Registered in England and Wales. Company No. 5433529. VAT registration No. GB1001 905 80. Registered as above.

2

SENTINEL
With Compliments
Sentinel Performance Solutions Ltd, 7650 Daresbury Park, Warrington, WA4 4BS, United Kingdom.
T: +44 (0) 1928 588 330 F: +44 (0) 1928 588 368 W: sentinelprotects.com

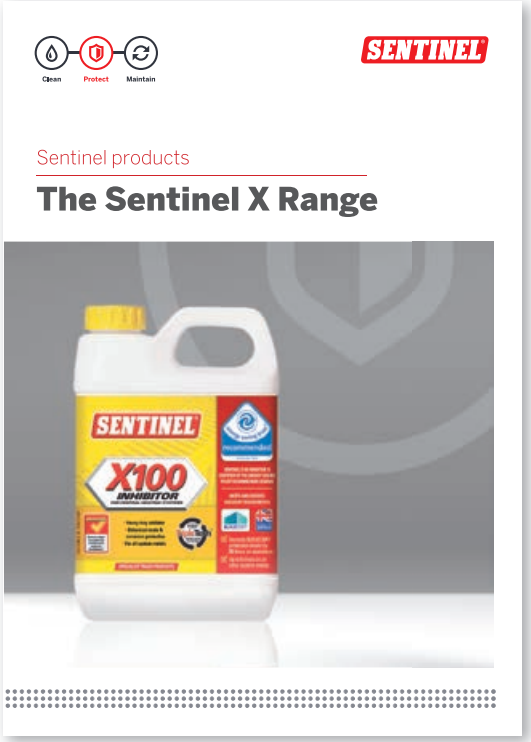
3

SENTINEL
Name Name
Job Title
Sentinel Performance Solutions Ltd,
7650 Daresbury Park, Warrington, Cheshire,
WA4 4BS, United Kingdom.
T: +44 (0) 1928 588 330 M: +44 (0) 1234 567 890
F: +44 (0) 1928 588 368
E: name.name@sentinelprotects.com
W: sentinelprotects.com

Section 09 B Product Collateral
Examples of the guidelines in use

Product Collateral
9B.01 Covers

For product leaflets and brochures, the style is bold and direct with product shots dominant. The type style is similarly impactful, and at times may also include short-term promotions and offers.



Product Collateral
9B.02 Layouts

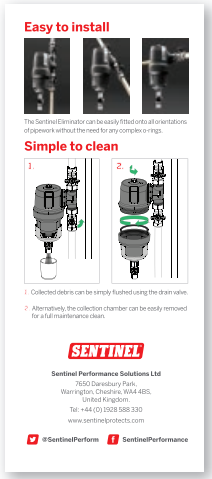
1 Page layouts
For product collateral, layouts should be straightforward and easy to follow. The aim is to present all the product detail in as simple a way as possible.

2 Back covers
For back covers the logo and contact details should always be centred and positioned at the bottom of the page. The same rule applies even when space is at a premium for items like leaflets. Just ensure there is adequate breathing space between the lock-up and content.

1

Eriorum volupid qui quae vitius siminctatur sapiet
Hard water contains high levels of calcium and magnesium salts which build up inside household appliances, causing them to run less effectively and increasing the likelihood of premature breakdown.
Not only is scale inconvenient to live with, it comes with hidden costs beyond the repair and replacement of household appliances. Scale impairs the efficiency of heat transfer and by protecting against the build up of limescale, you could help your customers save up to £130 a year on their energy bills.
Many homeowners don't realise that they are paying more by not addressing the problems associated with scale. Approximately 65% of the UK population is supplied with hard water - find out if your local area is included in this two
Guide to water hardness areas
Soft 0-100ppm
Hard 0-250ppm
Very hard 250 - 450ppm
How can sesi help my customers?
SESI is an electrolytic inhibitor, a high-performance, cost-effective solution to help tackle limescale build up. It provides a long term solution which requires no maintenance and protects the whole house without introducing any undesirable chemicals to drinking water.
Benefits
• Performance proven by independent studies
• Recommended by the compliance guide to Part L1 of the Building Regulations
• WRAS approved
• Available in 15mm and 22mm
Tackling hard water
How do I know I have hard water?
If you currently notice small white fl akes at the bottom of the kettle or encrustation on your shower head or taps, you probably live in a hard water area.
How does it work?
SESI alters the structure of limescale crystals to prevent them from building up on pipe surfaces, heating elements and hot water fittings. It does so using a natural electrolytic process, releasing a tiny amount of zinc ions into the flow. More information on the technology can be found, along with other resources, at www.helpwithhardwater.co.uk.
SESI can save you money
SESI is a device for preventing scale from forming a hard layer inside pipes and appliances. Not only is the initial cost of this fit-and-forget unit competitive, it does not require regular maintenance like other technologies designed to combat water hardness – such as water softeners or polyphosphate dosing.
The installation of SESI can save you up to £130 a year on your home energy bills in addition to reducing the likelihood of premature breakdown of expensive appliances such as washing
The benefits of sesi:
• Whole house protection
• Maintenance free, save on maintenance costs compared to other solutions
• 5 year guarantee
• Non-magnetic, no undesirable chemicals, non-polluting
Electrolytic
Magnetic
Polyphosphate
Water Softeners
Comparison chart
Recommended by the Building Regulations Compliance Guide
Suitable for a whole house
No regular replenishing required
No undesirable chemicals added to water
Non-corrosive to system metals

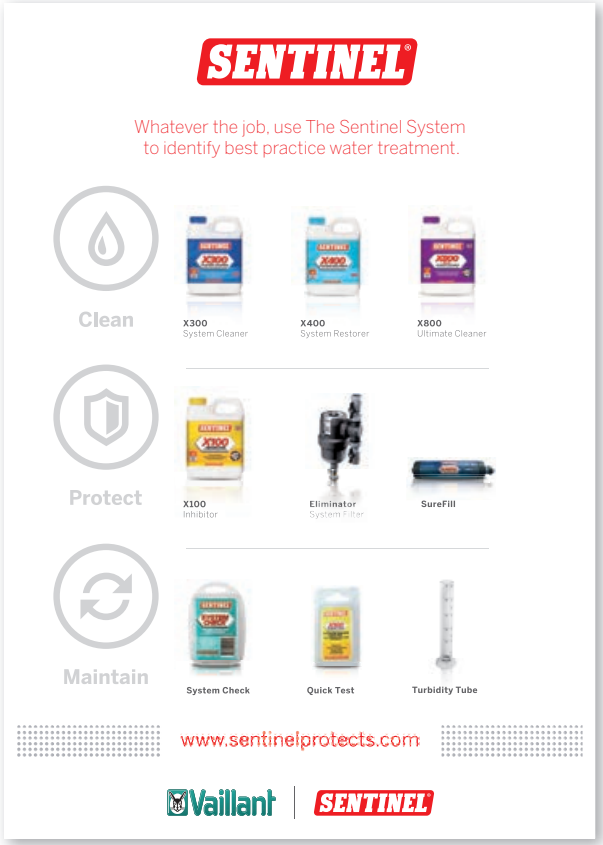
2


Easy to install
The Sentinel Eliminator can be easily fitted onto all orientations of pipework without the need for any complex o-rings.
Simple to clean
1. Collected debris can be simply flushed using the drain valve.
2. Alternatively, the collection chamber can be easily removed for a full maintenance clean.
SENTINEL
Sentinel Performance Solutions Ltd
7650 Daresbury Park,
Warrington, Cheshire, WA4 4BS,
United Kingdom
Tel: +44 (0) 1928 588 330
www.sentinelprotects.com
@SentinelPerform
SentinelPerformance

Product Collateral
9B.03 Poster

Designed for use in builders' merchants, posters are much more promotional. The example on the right features the pack together with a large price point, and highlights product use along with the CPM device.

SENTINEL
Ficidebitatet qui odit fuga. Itas dipsuntia nos solorat estrunt quam ullorpo
X100, X800 & Surefill
SENTINEL X100 INHIBITOR
SENTINEL X800 ULTIMATE CLEANER
SENTINEL SUREFILL



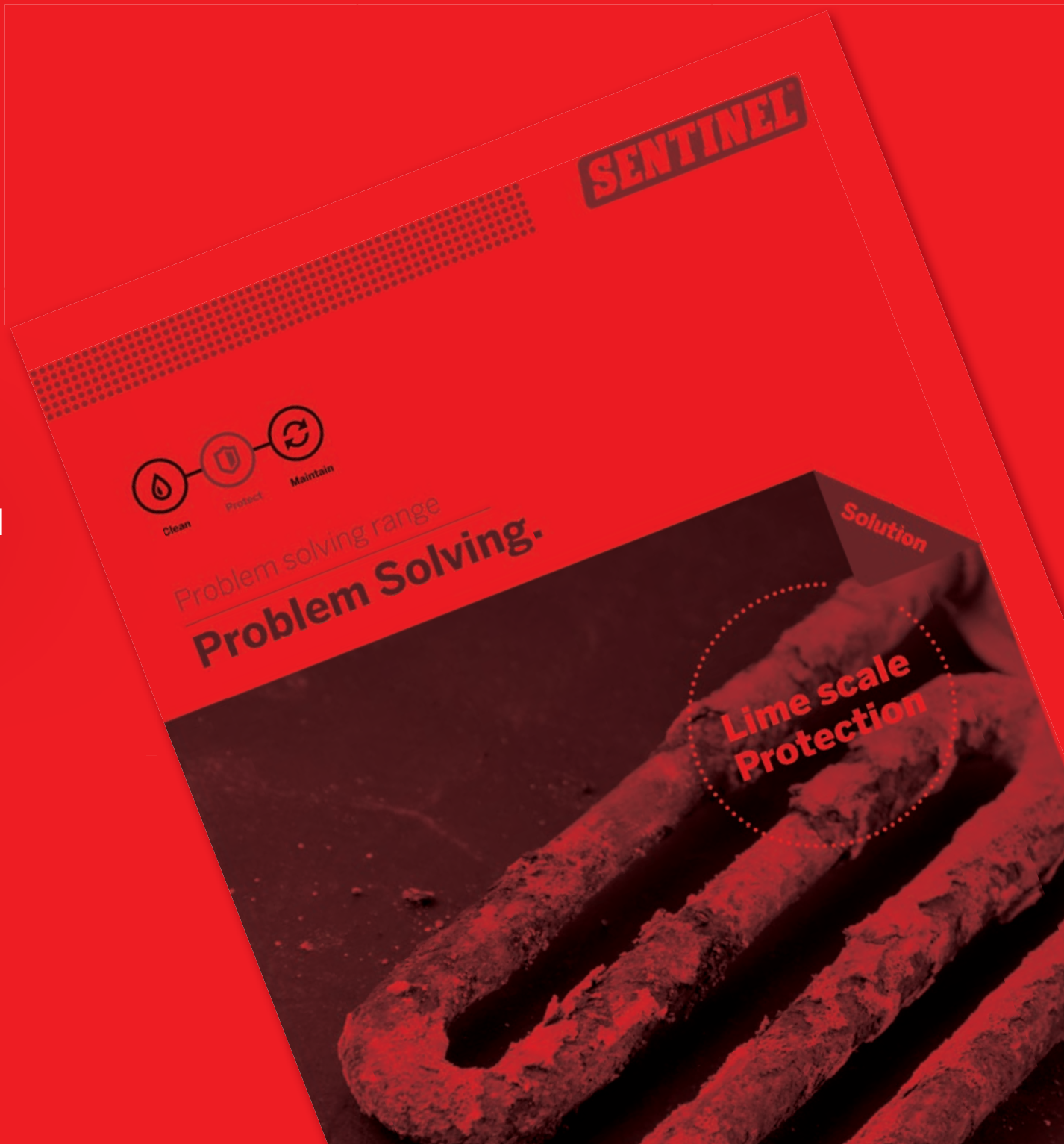
Product Collateral

9B.04 Poster - dual branded

These are examples of how the brand works in conjunction with various building merchants brand guidelines. Whilst adhering to their templates the Sentinel brand is still prominent with the minimum of compromise.

EXCLUSIVE PROMOTION
CITY PLUMBING
SENTINEL
Boiler Protection at Amazing Prices
Save £££'s on X100 & X400 1 Litre Twin Pack, and Eliminator System Filter
X100 1L & X400 1L only £19.99 (ex. VAT)
Eliminator Filter only £58.33 (ex. VAT)
Promotion valid from 1st July to 30th September 2014

Section 09 C Problem Collateral
Examples of the guidelines in use



Problem Collateral
9C.01 Brochure

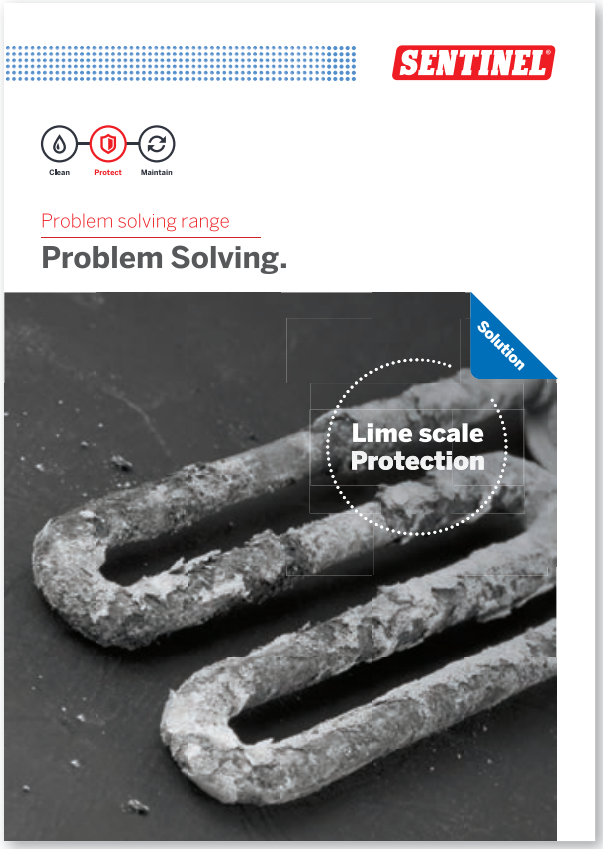
This is an example of a brochure focused on solving a heating problem – as such, it should be informative and use simple techniques to explain both the problem and how Sentinel products work. Images should be treated appropriately, either in black and white or as colour insets.

SENTINEL
How to: diagnose the cause of circulation issues in central heating systems
Why choose sentinel?
• Our award winning product range provides protection and peace of mind for both homeowner and installer.
• We offer full product support to all of our customers through training, technical support and a helpline to answer any queries.
• Sentinel products are endorsed by leading central
SENTINEL
Sentinel Performance Solutions Ltd
7650 Daresbury Park,
Warrington, Cheshire, WA4 4BS,
United Kingdom.
Tel: +44 (0) 1928 588 330
www.sentinelprotects.com
@SentinelPerform
SentinelPerformance
How to: diagnose the cause of circulation issues in central heating systems
SOLUTION
Problem lorem build up
Introduction to Clean, Protect, Maintain etc
Do you have cold spots at the bottom of your radiators, an noisy pump or a system that doesn't heat your house the way it used to?
Corrosion, scale and sludge in the system are the most common sources of problems that affect the efficiency and effectiveness of the boiler and heating system.
The Sentinel System
Clean
Protect
Maintain
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Fusce nisi tellus, tincidunt euismod, pellentesque in, bibendum ac, eros. Sed laoreet fringilla nunc. Donec justo nisl, fermentum vel, vulputate id, tincidunt ornare, lorem. Phasellus dictum erat sed turpis aliquam ornare.
Sentinel products are endorsed by leading central heating product and equipment manufacturers.

How to: diagnose the cause of circulation issues in central heating systems
Onsero moluptatur? Henit ex et quam eaqui rerum quunt ea ipis ea voluptatur, sequid ut ulluptur aut maioris simus, tenis in porrovi dernate cerore sequi dolorep erioreicus dolupta tusame dolor mo enimus diciatum.
Escium es rectores quae nobissi derum et ium suntibea doluptatur?
Identifying the issue
Check if the boiler is operating correctly. Check the pressure of the burner. Does it remain alight?
Take a sample of radiator water. Examine it for suspended solids or discolouration which can indicate corrosion.
If there is a reddish tinge to the water, it indicates that iron oxide is present, suggesting active corrosion. The system may be drawing in air.
If there are black particles present in the water, these are most likely to be magnetite. As this is the final stage of corrosion, large deposits can be expected within the system.
If the water is clear water, it suggests that the system is free from active corrosion, but does not eliminate the possibility that corrosion has occurred in the past. It is possible that the circulation rate is not enough to keep debris in suspension. In this instance, you should check that the cold feed is not blocked.
The solution
If you have identified the problem as being one of a mechanical nature, you can resolve the issue with an appropriate mechanical fix.
Issues with hydrogen in radiators and corrosion debris should be tackled using chemical cleaning. Before proceeding with a system clean, check that the feed and expansion ostern is clean and free from bacteriological or microbiological contaminations. If necessary, isolate, drain, clean and disinfect it.
You should select the appropriate cleaning chemical for the system and the issue in question – in this instance, Sentinel X400 System Restorer and X800 Jetflo Ultimate Cleaner are recommended – and commence cleaning, using a powerflushing device where possible, but only if it is appropriate for the system. Powerflushing is not suitable for systems which contain microbore or non-barrier plastic
"At autae nes volupti conessit"
50
100
20
80
Related products
Sentinel deposit remover
Sentinel x300 system cleaner
Sentinel x400 system restorer
Sentinel x700 sanitiser and biocide
Sentinel x800 jetflo ultimate cleaner

Problem Collateral
9C.02 Covers

A typical leaflet or brochure highlighting a common problem, this front cover brings together an original ‘problem’ image converted to black and white, together with the CPM device and icon devices to highlight problem and solution.



Problem Collateral
9C.03 Exhibition panel

Problem-based messages can sometimes be used to create impact at exhibitions, but it's important that the problem – and its solution – are fully explained. So be careful to balance such a dramatic image with the Sentinel answer!

SENTINEL
Uta aut ut harcillendia santur aliton natecto Ro ea sitas ero ea alitia volorest cus.
Uta aut ut harcillendiantur alit hici con natector
Uta aut ut harcillendiar
Uta aut ut harcildia san Ro ea sitas ero
Uta aut ut harcillendiar
Uta aut ut harcildia san Ro ea sitas ero
Uta aut ut harcildia san Ro ea sitas ero
JET FLUSH
X300
X400
X100
X500
Eliminator
X200
Leak Sealer
www.sentinelprotects.com
The Sentinel System
Lifetime protection for heating and hot water systems with the best practice process of Clean, Protect and Maintain.
Clean to prepare for greater performance
Protect to prolong system life and efficiency
Maintain to ensure durable protection
The Sentinel System. Best practice. Best solution.

Sentinal Guidelines
Contact Details

We are here to help.

If you have any problems with creating any Sentinel branded item please contact:

Daniel.Cheung@sentinel-solutions.net
or call marketing on +44 (0) 1928 588 330